

## Course Descriptions Bachelor 2022-2023

Course Title Strategy  
 Course Code EBC1017  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

| Period | Start    | End       | Mon | Tue | Wed | Thu | Fri |
|--------|----------|-----------|-----|-----|-----|-----|-----|
| 4      | 6-2-2023 | 31-3-2023 | L   | X   |     | X   |     |

Level Introductory

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Language of instruction English

Goals The learning goals for this course are twofold. First, by blending theory, empirical research and practical applications, the course provides students with core concepts, frameworks and analysis techniques in strategy that will help them become managers who make well-reasoned strategic decisions. Second, the course provides students with opportunities to practice and receive constructive feedback about their presentation skills, communication skills and team working skills. At the end of the course, students understand the strategic management process, the importance of the external environment and the internal resources, capabilities and competences of the firm in making strategic decisions, and understand the use of strategic tools and frameworks when formulating business-level and corporate-level strategies. In addition, at the end of the course students are able to give a professional case presentation on the strategy formulation and strategy analysis of a selected company.

Description PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. A RE-EMERGENCE OF THE CORONAVIRUS AND NEW COUNTERMEASURES BY THE DUTCH GOVERNMENT MIGHT FORCE COORDINATORS TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS.

Firms create substantial value for a wide variety of stakeholders, including customers, shareholders and employees. In order to grow the firm, and sustain its long-term competitiveness, managers need to think carefully about a number of high-level strategic decisions. Essentially, these strategic decisions involve the questions where to compete – i.e., corporate strategy – and how to compete – i.e., business strategy. The formulation of an adequate corporate and business strategy (strategy formulation) will, however, need to be guided by the vision and mission of the company as well as a careful analysis of the company's internal and external context (strategy analysis). To achieve this objective, this course will rely on lectures, self-study, class presentations, case discussions, and team assignments. In combination, these different modes of study will offer students a deep understanding of the strategic management process and enhance their ability to apply these insights to real-life companies.

Literature Introductory textbook on Strategy; Academic journal articles; Cases.

Prerequisites An advanced level of English.

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Attendance / Participation / Written Exam / Assignment / Presentation

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

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|--|-----------------------------|
| Bachelor International Business - Emerging Markets | Year 1 Compulsory Course(s) |
| Bachelor International Business                    | Year 1 Compulsory Course(s) |
| SBE Exchange Bachelor                              | Bachelor Exchange Courses   |
| SBE Exchange Master                                | Bachelor Exchange Courses   |
| SBE Non Degree Courses                             | Bachelor Courses            |